

Appl. No. 10/524,398  
Amdt. Dated April 6, 2010  
Reply to Office Action of October 6, 2009

### REMARKS/ARGUMENTS

Applicant has submitted this Request for Continued Examination so that the Examiner may consider the alternate claims as modified herein. More specifically, by this amendment, Applicant has modified each of the independent claims to additionally require that the principal control means sets a principal or primary ink ejection direction for an ink ejecting chip that is modified depending upon a detected ink ejection operation for the ink ejecting head chip. Applicant respectfully submits that none of the prior art references of record teach or suggest this advance in the art of printers.

Applicant respectfully requests reconsideration of the prior art rejections set forth by the Examiner under 35 USC sections 102 and 103. Applicant respectfully submits that the prior art references of record, whether considered alone or in combination fail to either teach or suggest the subject matter of the present invention wherein the principal ink ejecting direction for a plurality of individual ink ejecting heads is or at least may be altered depending upon a detected result for the ink ejecting operation of the ink ejecting head. Applicant respectfully submits that neither Eguchi nor any of the remaining references of record cited by the Examiner teach or even remotely suggest the characteristic features of the invention as now specified in each of the independent claims.

More specifically, by this amendment, Applicant has modified the independent claims to additionally require that: the principal control means operates to generate a principal ink ejection direction that is altered relative to other ink ejecting heads depending upon a detected result. In accordance with the present invention, the primary or principal ink ejecting direction for each of a plurality of ink ejecting heads in a printer device actually is or may be altered depending upon the actual detected characteristic ink ejection operation for each

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individual ink ejecting head that is manufactured into a line head type ink ejecting printer.

Advantageously, by providing various potential principal ink ejection directions for a plurality of individual ink ejecting chips of a printer, it is possible to achieve improved printer performance because it is possible to eliminate undesired printing errors or artifacts which can be eliminated by providing a plurality of potentially different principal ink ejection direction for the individual head chips of a printer which then may be altered depending upon the detected result of actual print head operation.

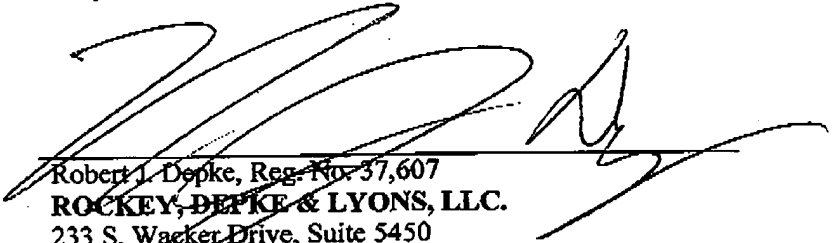
Applicant respectfully submits that none of the prior art references of record teaches or suggests this advance in the art.

Accordingly, in light of the foregoing, Applicants respectfully submit that all claims now stands in condition for allowance. In the event that it is deemed necessary, the Commissioner is hereby authorized to charge any fees due or to credit any overpayment to Deposit Account No. 50-3891.

Respectfully submitted,

Date:

4/6/2010

  
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